

# THE BUZZCITY MOBILIZER



## CREATE AN INSTANT MOBILE PRESENCE BY REPURPOSING YOUR EXISTING CONTENT

### What is the Mobilizer?

- The Mobilizer is a tool created by BuzzCity to help owners of websites create an **instant equivalent presence on the mobile internet**.
- It requires **no programming knowledge**. In a few simple steps, you can have a mobile-optimised site up and running, to reach a whole new audience on the mobile internet, with your existing content.
- What's more, the Mobilizer allows you to **earn advertising revenue** through our publisher programme by displaying ads, and earning ad revenue every time someone clicks on them.
- The Mobilizer is a free tool, available to all our partners at no cost.



### How does it work?

- The Mobilizer reads the **RSS or Atom feeds** in your site, and serves this into a mobile-friendly template.
- **All images are intelligently resized**, to fit within the screen of the user's mobile device.
- **Text wraps** to a new line, eliminating the 'zoom and scroll' behaviour which makes reading full-size sites difficult on a mobile phone or tablet.
- You can **activate up to three ads** on your resulting mobile site (in the top, middle and bottom of each page).

### What sites work best on Mobilizer?

- **Mobilizer can be used for all sites with valid RSS or Atom feeds.**
- Blogs on the Blogger, Blogspot and Wordpress platforms are easily mobilized.

### How do I promote the resulting mobile site?

- We recommend including the URL of your new mobile site alongside your standard URL on all promotional material.
- We also provide a **QR code**, which can be displayed on your standard website and printed materials to indicate that you have a mobilized site. If users have the software reader to read the QR codes, they are able to take a picture of the code using the camera on their phone, to link directly to the mobilized site.



An example QR code

### Can I preview my site before I commit?

- To preview your site, visit [www.buzzcity.com/f/mobilizer](http://www.buzzcity.com/f/mobilizer), and click on the 'Test it now' link.
- The test page will give you a basic impression of your content, repurposed for mobile.
- You will be given further customisation options upon signup.

### NEED MORE INFO?

- Please contact **Cai Baoyi** at +65 6395 3753 or [baoyi@buzzcity.com](mailto:baoyi@buzzcity.com).
- Our **Mobilizer Support Team** is available to assist you, at [mobiliz@buzzcity.com](mailto:mobiliz@buzzcity.com).
- Further information is also available via your local Buzzcity account manager, and on our website, at [www.buzzcity.com](http://www.buzzcity.com).